



CONFIDENTIAL MEMORANDUM

TO: WYOMING VALUES PAC

FROM: TONY FABRIZIO, DAVID LEE, & TRAVIS TUNIS

RE: POPULAR HAGEMAN CRUSHING LIZ CHENEY IN GOP PRIMARY

DATE: JUNE 6, 2022

Fabrizio, Lee & Associates recently completed a survey of $n=400$ likely 2022 Republican Primary voters (RPV) in Wyoming, a similar survey to one conducted in December (See methodology statement and key demographics on last page). In the past six months, Harriet Hageman has become even more well-liked, while Liz Cheney’s already bad numbers have worsened with RPV. Hageman’s lead, on the back of strong ads in her favor, has surged and she is now winning a majority of votes and leading Cheney by a sizable 2-to-1 margin.

Hageman Viewed Favorably by 2-to-1 Margin, while Cheney is Overwhelmingly Disliked

Over the past six months, Harriet Hageman has become known to nearly all Wyoming RPV, and as she has done so, her net favorable image has increased from +21 to +29. A 58% majority now view her favorably while just 29% have an unfavorable opinion.

Conversely, the already unpopular Congresswoman Liz Cheney has become even more disliked, with her net favorable falling from -40 to -47. A whopping 73% of GOP primary voters have an unfavorable view of Cheney, including 66% who view her very unfavorably.

<i>Now I am going to read you a list of names. Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so. (RANDOMIZE LIST)</i>										
		TOTAL FAVORABLE	TOTAL UNFAVORABLE	Very Fav	Smwt Fav	Smwt Unfav	Very Unfav	No Opin	Never Heard Of	NET FAV
Liz Cheney	<i>Dec</i>	29	69	18	11	5	64	1	1	-40
	<i>Jun</i>	26	73	16	10	7	66	1	0	-47
Harriet Hageman	<i>Dec</i>	48	27	25	23	6	21	14	11	+21
	<i>Jun</i>	58	29	38	21	9	20	9	3	+29

Cheney's Approval Rating has also Worsened to a Shockingly Low Margin

Republican primary voters believe Rep. Cheney is doing a terrible job representing them in Congress. A full 70% disapprove of her performance, including 62% who *strongly* disapprove. Overall, she is 43-points underwater on her job approval, 7-points worse than we saw six months ago. Not only do Wyoming RPV not like Cheney, but they also believe she is doing a bad job.

<i>Generally speaking, do you approve or disapprove of the job Liz Cheney is doing as Congresswoman?</i>		
	<i>Dec</i>	<i>Jun</i>
TOTAL APPROVE	31	27
TOTAL DISAPPROVE	67	70
Strongly approve	20	17
Somewhat approve	12	11
Somewhat disapprove	8	8
Strongly disapprove	59	62
DK/Refused (DO NOT READ)	1	2
NET APPROVE	-36	-43

2-in-3 Wyoming RPV Will DEFINITELY Vote Against Cheney No Matter What

Not only is Cheney getting creamed in the ballot, but Wyoming RPV are clear that there is no room for her to get back into this race. A huge 71% majority say they will vote against her, including 66% who will *definitely* vote against Cheney no matter who she runs against. With only 26% say they will definitely or probably vote for Cheney, she has hit her ceiling on the ballot. Furthermore, Hageman has successfully captured the bulk of these anti-Cheney voters by winning over undecideds and some Bouchard voters over the past six months, leaving little doubt as to who will win this race.

<i>Which of following statements regarding Liz Cheney comes CLOSEST to your current vote intentions?</i>		
	<i>Dec</i>	<i>Jun</i>
TOTAL VOTE TO RE-ELECT	27	26
TOTAL VOTE AGAINST	68	71
I will DEFINITELY vote to re-elect Liz Cheney as Congresswoman, regardless of who runs against her in the Republican primary.	21	23
I will PROBABLY vote to re-elect Liz Cheney as Congresswoman, but it depends on who runs against her in the Republican primary.	6	3
I am UNSURE how I will vote in the Republican primary for Congress at this point.	4	3
I will PROBABLY vote against Liz Cheney as Congresswoman, but it depends on who runs against her in the Republican primary.	8	6
I will DEFINITELY vote against Liz Cheney as Congresswoman regardless of who runs against her in the Republican primary.	61	66
DK/Refused (DO NOT READ)	1	-

Hageman's Lead is Up 20-points since December, Driven by Strong DJT, Jr. Endorsement Ad

In December, Harriet Hageman had a slight 8-point lead over Liz Cheney. Since then, Hageman has won over a huge swath of the GOP primary electorate, while Cheney has stayed flat. Hageman now leads Cheney by a 2-to-1 margin, 56% - 28%, with Anthony Bouchard in a distant third with 8%, Knapp and Belinsky barely registering, and only 7% of voters still undecided.

Furthermore, among those who have seen Donald Trump Jr's endorsement ad (44% of Wyoming RPV), Hageman does even better, hitting 59% and leading Cheney by a 32-point margin, 59% - 27%.

<i>If the Republican Primary for Congress were held today for which of the following candidates would you vote? (READ AND RANDOMIZE)</i>			
	<i>Dec</i>	<i>Jun</i>	<i>Aware of DJT, Jr. Ad</i>
Harriet Hageman	34	56	59
Liz Cheney	26	28	27
Anthony Bouchard	13	8	8
Denton Knapp	1	<1	1
Robyn Belinsky	1	<1	1
Undecided	26	7	5

BOTTOM LINE: Harriet Hageman is now the overwhelming favorite to remove Liz Cheney from Congress and give Wyomingites a real conservative voice in Congress who will represent them and their interests.

METHODOLOGY STATEMENT: Fabrizio, Lee & Associates conducted a survey of 400 likely 2022 Republican primary voters from June 1st – 2nd in Wyoming. A survey of the same universe was also conducted December 14th – 15th, 2021. The interviews were split 35% cell phone/35% SMS to web/30% landline phone, using live operators for the landline phone portion. Geography was matched to past voter turnout in recent Republican primary elections. Gender, age, and race/ethnicity were matched to demographic profiles of likely voters based on the voter file and state data. Respondents were randomly selected from lists of known Republican primary voters and new registrants since the 2020 Republican primary election. The margin of error at the 95% confidence interval for 400 voters is $\pm 4.9\%$.

KEY DEMOGRAPHICS

Race/Ethnicity

	<i>Dec</i>	<i>Jun</i>
White	94%	93%
Latino/Hispanic	3%	3%
Native American	1%	2%
African American/Black	1%	1%
Other (DO NOT READ)	1%	2%
Refused (DO NOT READ)	1%	<1%

Age

	<i>Dec</i>	<i>Jun</i>
18-44	18%	18%
45-54	15%	16%
55-64	25%	25%
65-74	27%	26%
75+	14%	15%
Refused (DO NOT READ)	1%	0%

Current Party Registration

	<i>Dec</i>	<i>Jun</i>
Republican	90%	88%
Democrat	5%	4%
Independent	4%	7%
Other (VOLUNTEERED)	1%	1%
DK/Refused (DO NOT READ)	1%	<1%

Gender

	<i>Dec</i>	<i>Jun</i>
MALE	50%	50%
FEMALE	50%	50%
Female, working outside the home	28%	26%
Female, homemaker	21%	24%
Female/Refused	2%	0%

DMA

	<i>Dec</i>	<i>Jun</i>
Casper-Riverton	26%	26%
Denver	20%	20%
Cheyenne-Scottsbluff	18%	18%
Salt Lake City	13%	13%
Rapid City	10%	11%
Billings	9%	9%
Idaho Falls-Pocatello (Jackson)	3%	3%

Ideology

	<i>Dec</i>	<i>Jun</i>
CONSERVATIVE	78%	73%
MODERATE	15%	21%
LIBERAL	5%	4%
Very conservative	49%	44%
Somewhat conservative	29%	28%
Somewhat liberal	3%	2%
Very liberal	2%	2%
DK/Refused (DO NOT READ)	1%	2%